

Experimental Design Review Answers:

1) (A) Yes. The subjects would not be harmed, and it would give us something to compare the treatments to.

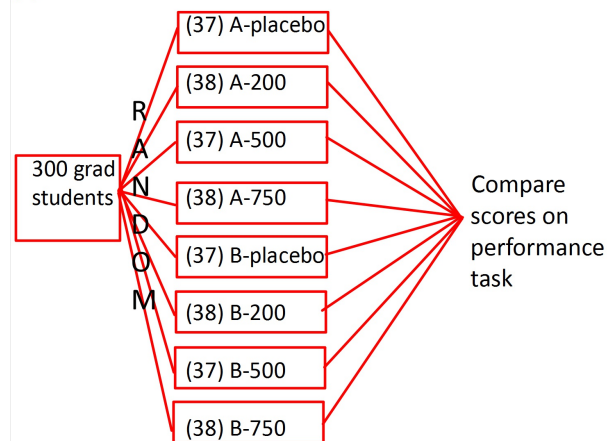
(B) A-placebo B-placebo
A-200 B-200
A-500 B-500
A-750 B-750

(C) Drug level and Drug Type

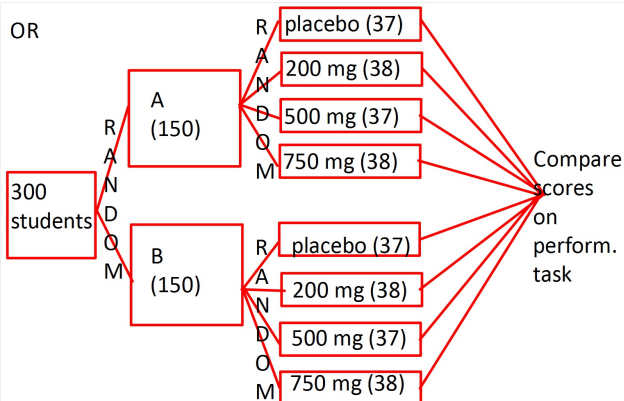
(D) the scores on the performance task

(E) subjects: 300 graduate students in psychology

(F) CRD:



OR



(G) Lurking variables?

*current level of focus
sleep
diet + exercise
other drugs*

*study / prep
health issues
environment
weight*

(H) Yes, the experiment could be double blind. The subjects do not have to know which type of pill they are getting, and the experimenters that are handing out the pills and recording the results do not have to know who is getting which pill either.

(2) (a) Yes. The subjects would not be harmed by taking a placebo instead of the drug, and it will give us something to compare the treatments to, so we can see if they are working.

(b) 50mg- low 50 mg-med 50mg-high
plac-low plac-med plac-high

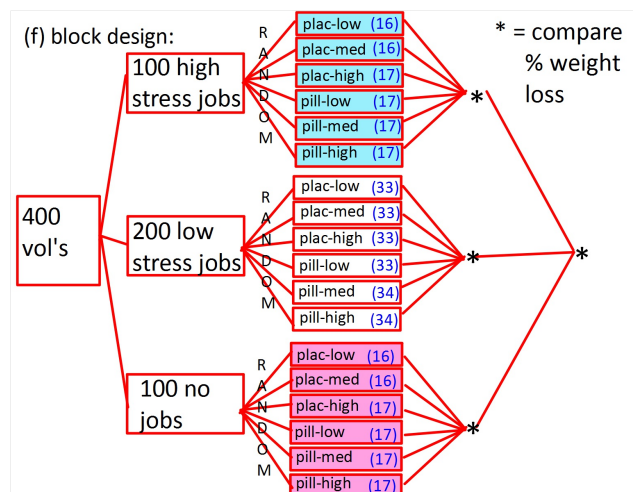
(c) Drug and exercise level

(d) weight lost

(e) 400 overweight vol's (subjects)

(f) current eating habits, how overweight they are, etc.

(f) block design:



(h) The factor of exercise can only be **single** blind. The researchers that are recording the results do not have to know which exercise program the subject is on. However the subject will have to know what exercise program they are doing so that they can complete the correct exercises!

The pill can be **double** blind. The researchers giving out the pill and recording the results do not have to know who is getting which pill, and the subjects do not have to know either.

- 3) (A) Ad #1 & Ad #2 (B) Ads
(C) Preference on Ads (D) subjects = 130 people
(E) Matched pairs design:

